

General Manager (S & M - CM)

Sales & Marketing - Consumer Mobility

3<sup>rd</sup> Floor, New Administrative Building

16, Greams Road, Chennai – 600 006

Phone: 044-28297878 Fax: 044-28297979



भारत संचार निगम लिमिटेड

(भारत सरकार का उद्यम)

BHARAT SANCHAR NIGAM LIMITED

(A Government of India Enterprise)



**No. GM (S&M-CM )/T-273/Channel partners/ 13-14/ /Vol II/ 42 dt 8.8.14**

To

All Heads of SSAs,  
Tamil Nadu Circle.

**Sub:-Rationalisation of SIM cost and increased CAF commission to franchisees during festive season - Reg**

Ref: C.O Ir no. 27-9/2014-S&M –CM/2 dtd 07.08.2014

Kindly refer the letter under reference wherein rationalisation of SIM cost and increased CAF commission to franchisees during festive season has been communicated.

In order to increase the sale of SIMs during festive season & to motivate channel partners the SIM cost & CAF commission has been revised.

Approval of competent authority is hereby conveyed for the following for the period from **15.08.2014 to 31.12.2014**.

1. Cost of **Normal SIM** has been reduced from **Rs.15 /- to Rs.10/-** to franchisee keeping price for customers Rs.20/-. **Upfront commission** to franchisees has been increased from existing **Rs.5/- to Rs.10/-**.

2. The **CAF commission** to Franchisee has been increased from **Rs.4 /- to Rs.20/-**. The component of retailers and FOS will remain unchanged. Commission on account of CAF for DSA and RD will also remain unchanged.

It is requested to give wide publicity to the scheme among franchisees and all out efforts be made to acquire maximum number of new connections during the scheme period.

  
(S.SABEESH)

General Manager (S & M -CM)  
Tamil Nadu Circle, Chennai

Copy to: DGM (Sancharsoft), ITPC, Hyderabad,  
DE(Comm), Coimbatore